

## TITLE OF THE INVENTION

**[0001]** DECORATIVE LABEL WRAP FOR ENHANCING THE APPEARANCE OF PRODUCTS IN THEIR INTENDED ENVIRONMENT OF USE

## CROSS-REFERENCE TO RELATED APPLICATIONS

**[0002]** Not applicable

## STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

**[0003]** Not applicable

## REFERENCE TO A "SEQUENCE LISTING"

**[0004]** Not applicable.

## BACKGROUND OF THE INVENTION

### FIELD OF THE INVENTION

**[0005]** The invention related generally to the field of product labeling and to product labels that are visible at the point of sale, as well as in the environment of the intended use of the products.

### DESCRIPTION OF RELATED ART

**[0006]** Product labels provide information about the products to which they are affixed. Much of this information is required or important for identifying the product, its contents, and conditions or directions for use. However, once such labeled products are put into use, such as in a home or business environment, the product labeling can detract from the appearance of the product. Product designers often pay particular attention to the appearance of their products or the containers in which they are housed. Careful attention to the details of

shape and color of the products or product containers is often made. However, the labeling requirements at the point of sale are not necessarily of those at the point of use, and the information important to display at the point of sale, may actually render the product or the products container unsightly at the time of use.

## BRIEF SUMMARY OF THE INVENTION

**[0007]** Our invention features a multi-purpose wrapping label that is adaptable to different environments of use. For example, the new wrapping label can be made convertible between a first display mode for presenting information about a product and a second display mode for presenting a decorative motif appropriate for the products environment of use. Our preferred multi-purpose label includes both product information and a decorative pattern and is convertible between display modes that feature one or the other. In accordance with the invention, product appearance in the environment of the product's use while still providing all of the information necessary for identifying or describing the product at its point of sale or distribution. The invention also provides for accessing product information within the intended environment of use without sacrificing the desired appearance of the product.

**[0008]** One preferred example of our new decorative wrapping label is arranged for wrapping the periphery of a product and has a first appearance for identifying the product to a consumer and a second appearance for matching the product to its intended environment of use. The new wrapping label takes the form of an elongated label having an adhesive back surface and a printed front surface divided between a permanently adhered section and a releasable section. A release coating is applied in the printed front surface of the permanently adhered section. In addition, the printed front surface of the permanently adhered section is printed with a decorative pattern along a length of the elongated label extending around the periphery of the product. The printed front surface of the releasable section is printed with product identifying information along the length of the elongated label in a position overlapping a

portion of the permanently adhered section that is printed with a decorative pattern. A line of weakness separates the permanently adhered section and the releasable section. The releasable section is detachable from the elongated label along the line of weakness for revealing more of the decorative pattern around the periphery of the product.

**[0009]** The decorative pattern is preferably a graphic pattern devoid of text arranged for compatibility with its environment of use. For example, decorative floral patterns are preferred for many home environments. Neutral geometric patterns are preferred for many commercial product applications. The permanently adhered section preferably extends in length around the entire periphery of the product. The decorative pattern also preferably covers the entire periphery of the product. The releasable section is preferably detachable so that the decorative pattern is visible around the entire periphery of the product.

**[0010]** Although product information is of primary importance at the point of sale or distribution, information about the product may be needed for reference or other purposes during the period of product use. The invention also provides in one or more embodiments for accessing product information without sacrificing the desired appearance of the product in its environment of use. For example, the invention provides for dividing the permanently adhered section into a first permanently adhered section printed with additional product information and a second permanently adhered section printed with a decorative pattern. The releasable section is also divided into a first releasable section that is printed with the decorative pattern and a second releasable section that is printed with the product identifying information. The line of weakness separates the first and second releasable sections. Preferably, the first releasable section is sized for overlapping the first permanently adhere section and is temporarily affixed to the permanently adhered section sot that the first releasable section is retractable for revealing the additional product information. In addition, the first releasable section can be reaffixed to the

permanently adhered section for recovering the additional product information with the decorative pattern. The first releasable section can be located between the second permanently adhered section and the second releasable section along the length of the elongated label. Thus, the additional product information can be permanently affixed to the product under the cover of a decorative pattern that can be drawn back to view the additional product information and returned for recovering the additional product information with the decorative pattern.

**[0011]** The invention also features a method of labeling a product with a wrapping label that has a first display mode presenting information about the product and a second display mode presenting a decorative motif appropriate for the product's environment of use. An elongated label is wrapped around not only the entire periphery of the product, but also a portion of itself. A permanent bond is formed between the elongated label and the product while a temporary bond is formed between the elongated label and the overwrapped portion of the elongated label. The permanently adhered portion of the elongated label is printed with a decorative pattern extending around the periphery of the product. The temporarily adhered portion of the elongated label is printed with information about the product. The printed information is positioned on the temporarily adhered portion overlying a part of the decorative pattern on the permanently adhered portion in accordance with the first display mode in which the printed information about the product is displayed. A line of weakening is located between the temporarily adhered portion and the permanently adhered portion so that the temporarily adhered portion can be removed from the permanently adhered portion in accordance with the second display mode in which the printed information about the product is removed for revealing the underlying decorative pattern.

**[0012]** The decorative pattern is preferably visible around a limited portion of the product periphery in the first display mode, but the decorative pattern is preferably visible around the entire periphery of the product in the second

display mode. The temporarily adhered portion is preferably divided into a first decorative section printed with the decorative pattern and a second information section printed with the product information. The permanently adhered section is preferably divided into a first information section printed with other product information and a second decorative section printed with the same decorative pattern. The first decorative section of the temporarily adhered portion preferably overlies the first information section of the permanently adhered portion. The second information section of the temporarily adhered portion preferably overlies the second decorative portion of the permanently adhered portion. The line of weakening is located between the first decorative section of the temporarily adhered portion and the second information section of the temporarily adhered portion. Opposite ends of the first decorative section of the temporarily adhered portion are located adjacent to the opposite ends of the second decorative section of the permanently adhered portion so that upon removal of the second information section, along the line of weakening, the decorative pattern surrounds the entire periphery of the product.

#### **BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING(S)**

**[0013]** Figure 1 is a plan view of a preferred embodiment of my invention showing a wrap around label divided into four distinct sections.

**[0014]** Figure 2 is a cross-sectional side view of the wraparound label showing a layered construction with exaggerated thickness to aid in the viewing of the layers.

**[0015]** Figure 3 is a perspective view showing the wraparound label partially wrapped around the periphery of a product.

**[0016]** Figure 4 is an end view of the product and wraparound label of Figure 3.

## DETAILED DESCRIPTION OF THE INVENTION

**[0017]** An example of a wraparound label 10 constructed and used in accordance with my invention is shown in the four drawings figures, FIGS. 1 - 4. The wrapping label is divided along its length into two main sections, a permanently adhered section 12 and a releasable section 14. The permanently adhered section is matched in length to the periphery or circumference of a product 16. The releasable section 14 extends the length of the wraparound label to overlap the permanently adhered section. The permanently adhered section is divided into a first information section 18 and a decoration section 20 and the releasable section 14 is divided into a first decoration section 22 and a second information section 24.

**[0018]** The wraparound label is assembled on a substrate 26, which can be made of paper, plastic, or other known face stock materials for use in forming printed product labels. A front surface 28 of the substrate 26 is adapted for printing. Conventional letter press, digital, thermal imaging can be applied to the surface 28 to produce a printed layer 32. A release coat layer 34 is applied overtop of the printed layer 32. To the back surface 30 of the substrate 26, a pressure sensitive adhesive layer 36 is applied for permanently affixing the wraparound label to the product 16. The same or different printing techniques can be used for printing each of the four sections. The release coat layer 34 is preferably matched to the adhesive layer 36 so that the adhesive layer forms a releasable bond between the overlapping portions of the overwrapping label 10. For example, the release coat layer can be formed from a conventional silicone and the adhesive can be formed of a conventional pressure sensitive adhesive. Although the release coat 34 is only needed in the region overlapped by the releasable section 14 of the wrapping label 10, the entire front surface 28 of the wrapping label is preferably covered with the release coating for ease of manufacture. In addition, the release coating provides a protective covering and maintains a similar appearance between the second decoration section portion of the permanently adhered section and the first decoration section 22 of

the releasable section 14. The overwrapping label is preferably mounted on a release liner 40 composed of a base substrate 42 and another release coating layer 44 to protect the adhesive layer 36 until the overwrapping label is affixed to the product 16. For a preferred in-line processing, the overwrapping label 10 can be one of a succession of labels temporarily supported in the release liner 40. However, the continuous release coating layer 34 also permits a succession of the labels to be self-wound without the release liner 40.

**[0019]** For labeling products such as the cylindrical shaped product 16, the permanently adhered portion 12 is wrapped around the entire periphery of the product. The releasable portion 14 overlaps a portion of the permanently adhered portion 12. The first decoration section 22 of the releasable portion 14 is positioned along the length of the label for overlapping the first information section of the permanently adhered portion of the label. The second information section of the releasable portion 14 overlaps a part of the decoration section 20 of the permanently adhered portion of the label. The second information section of the releasable portion of the label is preferably printed with product brand identification and contents information typical of the information which is ordinarily printed on product labels. This information is particularly important for display at the point of sale or distribution of the product 16. However, in accordance with the invention, the second information section 24 is made detachable from the remaining label along a line of weakness such as a line of perforation or a permanent crease. The line of perforation 46 separates the second information section from the first decoration section of the releasable portion of the label. The detachment of the second information section 24, which is the main product label, exposes the previously overlapped part of the second decoration section of the permanently adhered portion of the label. Preferably, the two decoration section 20 and 22 are contiguous for forming an uninterrupted pattern around the periphery of the product and a remote end 48 of the second decoration section of the permanently adhered portion is position adjacent to the remote end 50 of the first decoration section of the releasable portion when mounted on the product 16 so that the two

decoration section 20 and 22 cover the entire periphery (360° circumference) of the product 16.

**[0020]** Although the entire periphery is encompassed by the uninterrupted decoration pattern, additional information about the product is still available for viewing beneath the first decoration section 22 of the releasable portion 14. That is, the decoration section 122 can be peeled away from the product to reveal the information printed on the first information section of the permanently adhered portion of the label. The remainder of the decoration pattern formed in the second decoration section of the permanently adhered portion remains affixed to the product 16. After viewing the additional information which can include information about the product or directions for its use, the first decoration section of the releasable portion can be restored to its original position overlapping the first information section of the permanently adhered portion replacing the first decoration section 22 restores the product 16 to its desired appearance in the environment of its intended use.

**[0021]** My new decorative wrapping label 10 is convertible between a first display mode in which the product information on the information section of the releasable portion of the label is visible and a second display mode where the same product information is not visible and is replaced by a continuation of a decorative pattern around the periphery of the product. The invention also features a third display mode in which the decorative pattern can be temporarily retracted to reveal additional product information located beneath the decorative portion of the decorative pattern. The first display mode is intended for the sale or distribution of the product and the second and third display modes are appropriate for supporting the product's use.

**[0022]** The decorative pattern is preferably a graphic pattern devoid of text presenting a decorative motif appropriate for the product's intended environment of use. Floral patterns, stripes, and other repeating geometric shapes are among the patterns contemplated. The design can also be of a type that is completed by the detachment of the second information section and



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accompanying exposure of the remaining part of the decoration pattern.

Themes of use can also be featured such as infant themes, the product shape can be coordinated with the wraparound label to further exploit the invention for improving product appearance. For example, a product could be fashioned on the form of a vase or other decorative vessel, and the decorative pattern could be designed to have the appearance of a stencil on the vessel. A wide variety of other applications will be apparent to those of skill in the art for further exploiting the teachings of this invention.